

Andre Pickersgill

English 11000

Professor Rodwell

Multi-modal translation (MMT) – Self-reflection

Social media usage in the United States peaked at 302 million users as of November 2022, with 3.2 billion users daily worldwide. Social media has changed the way people shop, with the integration of sponsored advertisements and social media influencers. This integration of advertisement and influencers has influenced shopping decisions greatly, with social commerce revenue projected to hit \$1 trillion by 2023 and \$6.2 trillion by 2030.

My peers and Professor were the intended audiences for my research critical analysis essay and multi-modal presentation. With my audience in mind, I had to prepare both works with academic considerations like carefully citing and acknowledging contributions and including statistics from reliable sources example Forbes and academic journals. My MMT however was for the general social media users, specifically teenagers to 55-year-olds, who may be a victim of constant suggestions from social media algorithms.

The genre for my MMT was a digital recording in the form of an Instagram reel. I chose to use the format because 1. Instagram is now a motion application, that promotes video content over still pictures. Reels are trendy in the social media sphere and their clean transitions were considered as well. 2. social media influencers exhaust this format, this is how they market themselves and their brands, by using reels to incorporate paid partnerships into their content. It was paramount that I considered the audience and what the audience likes.

The design of my MMT in the form of a reel was thoroughly thought through. I made sure not to include too many informational points, only important facts. The graphics were also

considered since social media users move on to the next content for any reason. I also used transitions to avoid being stuck in a robotic motion. For the RCA essay, I followed the pre-set guideline that follows academic writing, however, for the PowerPoint presentation I used vibrant colors, bright color images, and large fonts to keep my peers' attention, as my presentation is the first class for the day, and with this early brain activity, one may not be focused.

The stance of my research was neutral. While I understand the importance of social media influencers and sponsored advertisements targeting their users, I also understand that these social media platforms are a business, and the main objective of any business is profit-making. I'm also inclined to be neutral because I am a social media user, who enjoys content from my favorite influencer despite the force-feeding of products, and I am also a part of the vast majority of users who have made purchases based on the referrals of these influencers and advertisers.